



Atlanta Life Insurance Company

142-148 Auburn Avenue

This firm, founded by a former slave, became one of the largest African American insurance companies in the United States. Alonzo F. Herndon became wealthy after the Civil War operating an exclusive barbershop for whites in downtown Atlanta. Wanting to provide insurance opportunities for blacks, he took his earnings and combined several mutual aid societies to form the insurance company in 1905. Today, Atlanta Life's headquarters is at the corner of Auburn and Courtland.



Alonzo and Adrienne Herndon and their son, Norris, who succeeded his father as company president



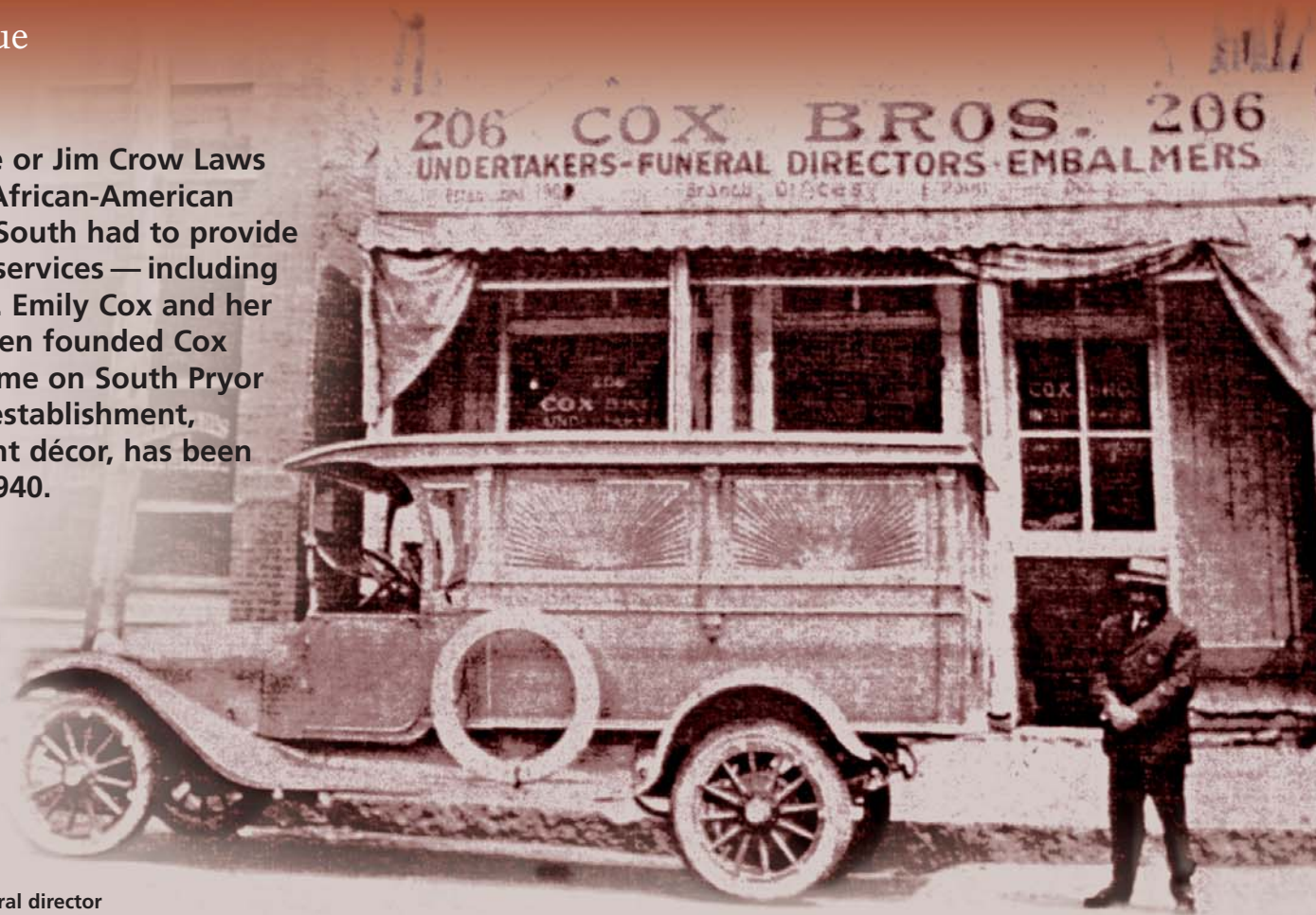
Original company headquarters



Cox Brothers Funeral Home

380 Auburn Avenue

Because of prejudice or Jim Crow Laws after the Civil War, African-American communities in the South had to provide their own essential services — including funerals and burials. Emily Cox and her sons Charles and Allen founded Cox Brothers Funeral Home on South Pryor Street in 1900. The establishment, known for its elegant décor, has been located here since 1940.



Charles Cox was the first funeral director in Atlanta to use a motorized hearse.



Atlanta Daily World

145 Auburn Avenue

W.A. Scott converted his weekly newspaper in 1932 into the *Atlanta Daily World*, the first daily African American newspaper in the world. After his death in 1934, his brother C.A. Scott ran the paper for many years. Besides serving as the flagship of nearly 50 black newspapers in southern cities, the newspaper has been instrumental in promoting voting and civil rights causes, educational reforms, and the preservation of historic Auburn Avenue.



Emmeline Scott taught the rudiments of printing to her sons (from left): Emel, Aurelius, Lewis, William, Cornelius, and Daniel.



We never tried to cover the general public, but [only] news that would have been primarily important to black people....

C.A. Scott, *Living Atlanta*

Longtime publisher C.A. Scott